

The response to the opening of the COMPOUND INTEREST DEPARTMENT has been so spontaneous that The National City Bank of New York takes this means of further advising the public concerning the Department's facilities and of the advantages that may accrue to individuals through it

You are at the Crossroads!

BENJAMIN FRANKLIN said—

"REMEMBER that money is of a prolific, generating nature. Money can beget money, and its offspring can beget more, and so on. Five shillings turned is six, turned again it is seven and threepence, and so on 'til it becomes one hundred pounds. The more there is of it the more it produces every turning, so that the profits rise quicker and quicker."

THE year that just closed was a hard one. Thousands who never felt the pinch of poverty before felt it during 1921. Never in the lives of the present generation have conditions been so disturbed or uncertain; never have the improvident had so much reason to regret their lack of money to fall back upon.

Even those who escaped financial worries during the past year were nevertheless impressed with the wisdom of making some provision for unforeseen contingencies that the future may hold. In short, nearly everyone has promised himself that with the new year he will take steps to protect himself against the possibility of financial mishap.


The strong minded will adhere to this good resolution and regularly bank a part of their income; the weak will find themselves at the end of the year just where they are now. The first of the year brings many bills and obligations and it will be hard not to say "I'll start to put away something next month." Then will begin the process of separating the sheep from the goats. Those who resolutely keep their promise to themselves will find at the end of the year that the effort was worth while even if it had been ten times as hard. The "next month" group will be at this time next year still in the "next month" frame of mind.

This is going to be a year of Thrift. Thousands who never realized the necessity for an anchor to windward realize it now and will act accordingly. For these thousands The National City Bank has a message and a service. At its Uptown Branch, Forty-second Street and Madison Avenue, it has established a COMPOUND INTEREST DEPARTMENT. Accounts may be opened in this department by depositing \$1 or more, and on all balances of \$5 or more interest will be paid at the rate of 3½ per cent per annum, compounded semi-annually.

For Financial Independence

BY OPENING an account in the COMPOUND INTEREST DEPARTMENT you may lay the foundation for financial independence and you will be establishing business relations with the largest Bank in the United States, a Bank that can offer you every modern banking facility. The National City Bank is now more than 109 years old. It was organized three days before the War of 1812 was declared, and through all the vicissitudes which the country has experienced it has maintained its matchless record of prudent, conservative management and unquestioned solvency.

"The man who invented interest was no fool!" a wise man once observed. If you have ever struggled to pay interest you will realize the truth of those words. Practically everybody either pays or



**THE NATIONAL CITY BANK
OF NEW YORK**

Announces that for the convenience of
the public the

**COMPOUND INTEREST
DEPARTMENT**

will be open daily during the following hours

**8³⁰
A.M. to 6
P.M.**

Saturdays 8:30 A.M. to 3 P.M.

ACCOUNTS will be opened on deposit of \$1, and balances
of \$5 or more will draw interest, compounded semi-annu-
ally, at the rate of

3½ per cent

Deposits made up to and including January
10th will draw interest from January 1st

Accounts may be opened and deposits
made by mail

LOWER FLOOR · 42ND STREET BRANCH
NATIONAL CITY BUILDING
42ND STREET AT MADISON AVENUE

receives interest. You may not be conscious of it but you are paying it just the same. If you pay rent, it is probable that part of it goes to pay interest on a mortgage on the building you live in. Part of your railroad and street car fares goes to pay interest. In fact, modern society is organized in such a way that it is impossible to escape paying interest in one way or another. But if you conserve your income or resources properly you can be one of those who collect interest as well as one of the large number that merely pay it.

Financial independence is within the reach of nearly everybody, but it is attained by few. Where will you be at 65? Statistics show that of one hundred people 25 years old, 54 will be dependent on others at 65; 36 will be dead, many of them for want of attention that money would have secured; five will be working for a meagre living; four of them will be well-to-do and one will be independent. Out of the entire 100, only five will be in satisfactory circumstances. Yet, proper measures taken in youth for conserving their incomes would have secured financial independence for many more out of each hundred and might have saved the lives of many who died before the age of 65.

Putting aside something regularly is buying financial independence on the partial-payment plan. It is simple, certain, does not entail undue sacrifice, and in peace of mind and self respect is worth more than words can describe.

Depositing by Mail

TO UTILIZE the COMPOUND INTEREST DEPARTMENT it is not necessary to come to the office of the Bank. For those who may find it more convenient or who live too far away to make a personal call, the Bank will extend exactly the same service by mail. Accounts may be opened and deposits made by mail. Passbooks will be mailed to all who open accounts in this way, and the book can be mailed whenever it is desired to make further deposits or to withdraw money. In the latter case, the Bank will mail its own New York draft to the depositor. Banking by mail is safe, convenient and a great saver of time. By this method, the facilities of the Bank are made available to all, no matter where they live.

A man who became wealthy manufacturing mustard said that he didn't get rich on the mustard that people ate, but on the mustard left on the plates. You will never become independent on the money that you earn, but on what you don't spend.

Never Too Late

It is never too late to begin to accumulate money, but the thrift habit, if acquired in childhood usually lasts through life. Parents are anxious that their children be well schooled in arithmetic, grammar and the other usual subjects, but they often overlook the fact that children may be schooled in thrift as well. Fathers struggle to acquire a competence to leave to their children and carry life insurance for the same reason; a child can be given no better heritage than the habit of thrift and the self-dependence that is an inseparable part of it.

Accounts may be opened in the COMPOUND INTEREST DEPARTMENT of The National City Bank either by parents for their children or by children for themselves. It is well for parents not to overlook the feeling of assurance and self-respect that comes to a child who goes to the Bank the same as a grown person and opens an account for himself.

Whether money comes to you in large or small amounts, try to put part of it away regularly each week or month where it will not only be safe but will earn interest as well. You may think you have a safe hiding place for your money—you may not fear the "Rainy Day," but the story goes that one of his generals said to Washington, "The British can't break through here." "I know they can't," said Washington, "but I am going to see that they don't."

"The best way to accumulate money is to resolutely bank a fixed portion of your income no matter how small the amount."—ANDREW CARNEGIE